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A. Application for Federal Assistance (OHS)

The Kentucky Transportation Cabinet's Office of Highway Safety has submitted the SF-424, 424A, 424B, and SF-LLL as part of the required application package.

B. Detailed Breakdown of Costs

Below is a budget breakdown of proposed costs, as well as any in-kind costs, by year. Each of the proposed programs can be referenced to an action item in the *Understanding Pedestrian Crashes in Louisville, KY 2006-2010* document, which serves as Louisville's Pedestrian Safety Action Plan. Proposed action items can be found on pages 23 and 24 of the *Understanding Pedestrian Crashes in Louisville, KY 2006-2010* document. (Appendix A)

Year 1	
Program Elements	Estimated Budget
<i>Pedestrian Decoy Sting-New Program-New Program</i> <ul style="list-style-type: none">➤ Average Louisville Metro Lieutenant/Sergeant Over Time (\$50/hr)➤ Number of Requested Hours: 1,392➤ Number of Targeted Intersections: 5➤ Assistant Project Manager Level of Effort 10% Current In-Kind Funding: \$25,000 from the Surface Transportation Program-Comprehensive Safety Campaign through paid media	\$48,600
<i>See and Be Seen Safety Campaign- Enhancement of an existing program</i> <ul style="list-style-type: none">➤ 5,416 Reflective Zipper Pulls (\$0.48 per Unit)➤ JCPS plans to hand out products to students as an In-Kind service➤ Current In-Kind budget of \$1,800 through the Paula Nye Memorial Grant*➤ Assistant Project Manager Level of Effort 10%	\$2,600

Year 1	
Program Elements	Estimated Budget
<i>Assistant Project Manager- Consultant</i> <ul style="list-style-type: none"> ➤ Labor Costs: \$24 per hour ➤ Number of Hours: 1,562 <p>Programs to be Managed by Assistant Project Manager:</p> <p><i>Promote Walking to School Safely at a Young Age-Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ Current In-Kind Funding: \$100,000 from the Surface Transportation Program- Urbanized and Safe Kids Louisville a program lead by Kosair Children's Hospital ➤ Assistant Project Manager Level of Effort 30% <p><i>Increase pedestrian and driver education- Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ Current In-Kind Funding: \$3,000 from the Paula Nye Memorial Grant* ➤ In-Kind support from LMPD to incorporate into trainings ➤ Assistant Project Manager Level of Effort 30% <p><i>Safe Streets for Seniors- New Program</i></p> <ul style="list-style-type: none"> ➤ Assistant Project Manager Level of Effort 20% ➤ Printing Materials 0.50 per Unit 	<p>\$37,500</p> <p>\$2,000</p>
<i>Evaluation- New Program</i> <ul style="list-style-type: none"> ➤ Initial Coordination and Set Up of the Evaluation Plan \$3,500 ➤ Four Quarterly Reports, \$5,000 Per Report 	\$23,500
<i>Travel- New Program</i> <ul style="list-style-type: none"> ➤ Kick-off meeting 	\$1,000
Year 1 Total Project Estimate	\$ 115,200

Year 2	
Program Elements	Estimated Budget
<i>Pedestrian Decoy Sting- New Program</i> <ul style="list-style-type: none"> ➤ Average Louisville Metro Lieutenant/Sergeant Over Time (\$50/hr) ➤ Number of Requested Hours: 1,392 ➤ Number of Targeted Intersections: 5 ➤ Future In-Kind Funding: \$25,000 from the Surface Transportation Program- Comprehensive Safety Campaign through paid media ➤ Assistant Project Manager Level of Effort 10% 	\$48,600
<i>See and Be Seen Safety Campaign - Enhancement of an existing program</i> <ul style="list-style-type: none"> ➤ 5,416 Reflective Zipper Pulls (\$0.48 per Unit) ➤ JCPS plans to hand out products to students as an In-Kind service ➤ Future In-Kind budget of \$1,800 through the Paula Nye Memorial Grant* ➤ Assistant Project Manager Level of Effort 10% 	\$2,600
<i>Assistant Project Manager- Consultant</i> <ul style="list-style-type: none"> ➤ Labor Costs: \$24 per hour ➤ Number of Hours: 1,041 <p>Programs to be Managed by Assistant Project Manager:</p> <p><i>Promote Walking to School Safely at a Young Age - Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ Current In-Kind Funding: \$100,000 from the Surface Transportation Program- Urbanized and Safe Kids Louisville a program lead by Kosair Children's Hospital ➤ Assistant Project Manager Level of Effort 30% <p><i>Increase pedestrian and driver education- Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ In-Kind support from LMPD to incorporate into trainings ➤ Assistant Project Manager Level of Effort 30% <p><i>Safe Streets for Seniors- New Program</i></p> <ul style="list-style-type: none"> ➤ Assistant Project Manager Level of Effort 20% ➤ Printing Materials (\$0.50 per unit) 	\$25,000
<i>Evaluation- New Program</i> <ul style="list-style-type: none"> ➤ Four Quarterly Reports, \$5,000 Per Report 	\$20,000
Year 2 Total Project Estimate	\$ 97,200

Year 3	
Program Elements	Estimated Budget
<i>Pedestrian Decoy Sting- New Program</i> <ul style="list-style-type: none"> ➤ Average Louisville Metro Lieutenant/Sergeant Over Time (\$50/hr) ➤ Number of Requested Hours: 1,392 ➤ Number of Targeted Intersections: 5 ➤ Future In-Kind Funding: \$25,000 from the Surface Transportation Program- Comprehensive Safety Campaign through paid media ➤ Assistant Project Manager Level of Effort 10% 	\$48,600
<i>See and Be Seen Safety Campaign- Enhancement of an existing program</i> <ul style="list-style-type: none"> ➤ 5,416 Reflective Zipper Pulls (\$0.48 per Unit) ➤ JCPS plans to hand out products to students as an In-Kind service ➤ Current In-Kind budget of \$1,800 through the Paula Nye Memorial Grant* ➤ Assistant Project Manager Level of Effort 10% 	\$2,600
<i>Assistant Project Manager- Consultant</i> <ul style="list-style-type: none"> ➤ Labor Costs: \$24 per hour ➤ Number of Hours: 520 <p>Programs to be Managed by Assistant Project Manager:</p> <p><i>Promote Walking to School Safely at a Young Age - Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ Current In-Kind Funding: \$100,000 from the Surface Transportation Program- Urbanized and Safe Kids Louisville a program lead by Kosair Children's Hospital ➤ Assistant Project Manager Level of Effort 30% <p><i>Increase pedestrian and driver education- Enhancement of an existing program</i></p> <ul style="list-style-type: none"> ➤ In-Kind support from LMPD to incorporate into trainings ➤ Assistant Project Manager Level of Effort 30% <p><i>Safe Streets for Seniors- New Program</i></p> <ul style="list-style-type: none"> ➤ Assistant Project Manager Level of Effort 20% ➤ Printing Materials (\$0.50 per unit) 	\$12,500
	\$400

Year 3	
Program Elements	Estimated Budget
Evaluation- New Program ➤ Four Quarterly Reports, \$5,000 Per Report ➤ Final Evaluation Report \$4,500	\$24,500
Travel- New Program ➤ Meeting with COTR (every other year meeting)	\$1,000
Year 3 Total Project Estimate	\$ 89,600

Year 4 and Beyond (Travel)	
Program Elements	Estimated Budget
Travel- New Program ➤ Final Briefing	\$1,000
Travel- New Program ➤ National Traffic Safety Conferences	\$4,000
Year 4 and Beyond Total Project Estimate	\$ 5,000

Total Project Estimate by Year	
Year 1 Total Project Estimate	\$115,200
Year 2 Total Project Estimate	\$97,200
Year 3 Total Project Estimate	\$89,600
Year 4 and Beyond Total Project Estimate (Travel)	\$5,000
Grant Total	\$307,700

Cost Explanation:

- Each unit cost was determined by a vendor which has provided a similar product in the past.
- The Louisville Metro Police Department provided an average Lieutenant/Sergeant Over Time rate of (\$50/hour)
- The Louisville Public Works provided an average Project Manager rate of (\$24/hour)
- The Kentucky Transportation Center Provided the evaluation estimate based on similar efforts.

* The Paula Nye grant program is funded solely by citizen contributions made by purchasing Kentucky's "Share the Road" specialty license plate.
Please refer to Appendix B for supporting documentation.

C. Proposed Cost-Sharing Strategies

Below is a list of Non-Federal funding sources which show cost-sharing strategies, as well as future proposed funding requests.

Safe Kids Walk this Way

Lead: Kosair Children's Hospital

Supporting Partners: Louisville Metro Government (Public Works and Assets, Department of Public Health and Wellness and the Louisville Metro Police Department), Jefferson County Public Schools and FedEx

Funding: \$500 and In-kind

Funding Source: All Partners

Description: Louisville Metro Government partnered with Safe Kids Louisville, a program led by Kosair Children's Hospital, to host "Safe Kids Walk this Way," at Layne Elementary School. All students were able to participate in a walk from the school to a nearby Olmsted Park. The Louisville Metro Police Department and FedEx were some of the partners that provided traffic assistance, refreshments, and games while in the park. As students walked the route, they were encouraged to recite the safety song that outlines the best way to cross a street. Local media covered the event, which we hope will inspire more schools to become involved next year.

Walk Sense

Lead: Department of Public Health and Wellness

Supporting Partners: Public Works and Assets, Louisville Metro Parks

Funding: \$1,000

Funding Source: Department of Public Health and Wellness

Description: Louisville Metro Department of Public Works and Assets, partners with Department of Public Health and Wellness and Louisville Metro Parks to provide a three day Walk Sense pedestrian safety curriculum during the summer months. Children who attend summer camps at their local community center receive a three day Walk Sense pedestrian safety curriculum. This past summer Walk Sense reached 10 Community Centers and 90 children. The curriculum is based off the WalkSafe © curriculum.

Bike Sense and Bike Cops for Kids

Lead: Bike Louisville a program lead by Public Works and Assets

Supporting Partners: Jefferson County Public Schools, University of Louisville, Louisville Metro Police Department and Louisville Metro Parks, Bicycling for Louisville

Funding: \$12,000

Funding Source: Paula Nye Memorial Grant

Description: Bike Louisville's Bike Sense program is designed as a series of five 30-40 minute on Bike lessons for Grades 3-5 Physical Education (P.E.) Classes. In addition to the 5 lessons the

Bike Sense curriculum also includes a youth cycling enforcement component. During the summer, School of Education Majors intern as program instructors to implement the Bike Sense Program. Currently 18% of Jefferson County Public Schools' elementary schools and 100% of Metro Parks Summer Camps receive the Bike Sense program.

DMV Rules of the Road Pull up Banners

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department

Funding: \$1,800

Funding Source: Paula Nye Memorial Grant

Description: Louisville Metro Public Works and Assets is in partnership with the Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department to increase pedestrian safety awareness by placing 6' tall sharing the road pull up banners in the Jefferson Counties Driver Testing-Bureau where an annual number of 46,000 new and renewing motorists can view the rules of the road such as yielding to pedestrians in crosswalks.

Community members, LMPD, Public Works and the Department of Public Health and Wellness See and Be Seen Safety Campaign

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Department of Public Health and Wellness, Community members

Funding: \$1,800

Funding Source: Paula Nye Memorial Grant

Description: Community members and the Louisville Metro including the Louisville Metro Police Department (LMPD), Louisville Metro Department of Public Health and Wellness and Public Works have partnered to make our streets safer for all road users through the See and Be Seen safety Campaign. The campaign targets road users in high pedestrian and bicycle trafficked areas around dusk and dawn. The campaign includes handing out reflective leg straps and lights to pedestrians who would otherwise not be seen by other road users.

Accessible City Project

Lead: Cindy Venable Office for Aging and Disabled Citizens and Angela Hollingsworth, Center for Health Equity

Supporting Partners: Louisville Metro Government Departments: Public Works, 8th District Metro Councilman Tom Owen, Center for Health Equity (Public Health & Wellness) Office for Aging & Disabled Citizens (Community Services & Revitalization) and the Human Relations Commission, Center for Neighborhoods, Regional Mobility Council.

Funding: \$3,000

Funding Source: MetLife Foundation City Leaders Institute on Aging in Place Partners for Livable Communities

Description: The MetLife Foundation City Leaders Institute on Aging in Place encourages teams to focus on the positive impact that the growing number of older adults contributes to the communities in which they live.

Louisville will bring the city's "Complete Streets" policy from concept to action. In the next 12 months the city will engage in a three-pronged effort of engaging, raising awareness, and celebrating successes. This will specifically involve: creating a "Photo Voice" initiative with older adults, where barriers to access will be identified and documented; identifying and executing at least two (one urban, one suburban) publicly visible demonstration projects that respond to such barriers; and sharing these findings through a high-profile, community-wide celebration.

D. Program Narrative Statement

Please see the below for the scope of the project, detailing the activities and costs for which funding is being requested.

D.1. Table of Contents

Table of contents is included at the beginning of the document.

D.2. Community Description

Please see below for the community description has it includes; community demographics, the community's pedestrian safety problems/issues, data sources available, existing traffic safety programs, existing pedestrian safety education and enforcement programs and community resources.

Demographics:

In 2003, the city of Louisville and Jefferson County (along with its 83 sub-urban incorporated cities) merged to create a consolidated local government and became Louisville Metro. As a result of this merger, population increased from 256,231 to 693,784 according to the 2000 U.S. Census. Overall, Louisville has experienced a slow but steady population growth over the past ten years. By 2010, population for Louisville Metro increased to 741,096. While the white population has decreased by 1.4%, other racial and ethnic groups showed significant increase over the same time period. Between 2000 and 2010, the Black population increased by 17% and the Hispanic population has more than doubled.

- As of 2010, Louisville Metro had a total population of 741,096. Over the past decade, the White population remained stagnant while other racial and ethnic groups steadily increased. Following the national trends, growth among the Hispanic population increased by 163.1%. Among the total population of Louisville metro, the Black population increased from 17.3% in 2000 to 21% in 2010.
- In Louisville Metro population between year 2000 and 2010 there was a 15% decrease in the 35 to 44 year old age group and over 50% increase in the 55 to 64 year old age group.
- According to U.S. Census estimates, the median household income in Louisville Metro was \$44,437. This was lower than the national median income for the same year (\$50,303).

- Approximately 8.3% of Louisville Metro residents 25 years and older did not earn a high school diploma in 2009.
- The annual unemployment rate in Louisville Metro was 10.6% by the end of 2010.
- In 2009, 89% of Louisville Metro residents reported having some type of health care coverage. This was higher than the nation (85%) and the state of Kentucky (86%).

Community's Pedestrian Safety Problems/Issues:

The 2010 Louisville Pedestrian Master Plan has two primary goals: (1) to improve and expand current pedestrian deficiencies – by preparing a capital improvement process that enables Louisville to increase that pedestrian facility network through retrofitting and expanding current deficient sidewalk and pedestrian crossing locations between 2010 and 2030, and (2) to simultaneously reduce the rate of pedestrian crashes between 2010 and 2030. The findings in “Understanding Pedestrian Crashes”, which serves as Louisville’s Pedestrian Safety Action Plan, are to be used to inform and influence the design of new pedestrian facilities, the redesign of existing roadways, the development of education programs and enforcement campaigns for pedestrians and motorists.

Data that was used for “Understanding Pedestrian Crashes” in Louisville, KY 2006-2010 came from the Kentucky State Police Collision Data Wizard source: **(Appendix A)**

When crashes occur:

- An average of 404 pedestrian-motorist crashes occurs annually in Louisville.
- Crashes are most prevalent in October (201 crashes), from Friday to Saturday (836 crashes) and during afternoon peak period from 3:00-6:00 p.m. (428 crashes).
- Crashes mostly occur when the road surface is dry (82.1 percent).

Who is involved:

- Pedestrian age is tracked for 2006-2010 data. The cohort aged 41-64 was the most prevalent –involved in 31.7 percent of crashes.

Injuries and fatalities:

- Pedestrians sustained an injury in 89.8 percent of crashes.
- There were 82 pedestrian fatalities from 2006-2010. The majority of fatalities occurred in 2008.

Causes of crashes:

- Most common pre-crash maneuver for motorist in 2006-2010 were vehicle going straight (54.2 percent), vehicle making a left turn (19.9 percent), vehicle making a right turn (8.0 percent), backing (3.9 percent) and vehicle starting in traffic (1.9 percent).
- Most common pedestrian conditions were darting into road (13.6 percent), walking in roadway (12.9 percent), crossing with signal (10 percent), not at intersection (9.2 percent) and in crosswalk (9.1 percent).
- Most common motorist conditions were inattention (22.1 percent), failed to yield right of way (8.8 percent), alcohol involvement (2.1 percent) and disregard traffic control (1.8 percent). There was no factor detected 47.1 percent of the time.

Where crashes are occurring:

- Crashes occur in all areas of Louisville, although there is a clear concentration within the Central Business District (CBD) and along principal arterials with high volumes of motor vehicles.
- The majority of crashes occur on local streets while the majority of fatalities occur on state streets.
- There is an even split between crashes occurring in intersections verse non-intersections.

Existing Traffic Safety Programs, Existing Pedestrian Safety Education and Enforcement Programs and Community Resources:

Safety City

Lead: Kosair Children's Hospital

Supporting Partners: Louisville Metro Government and Jefferson County Public Schools

Funding: \$100,000

Funding Source: Surface Transportation Program- Urbanized and Safe Kids Louisville a program led by Kosair Children's Hospital

Description:

Safety City is an educational program aimed at helping 7,000 children annually learn and practice the skills and knowledge necessary to avoid preventable injuries. The curriculum for Safety City was developed in collaboration with the Jefferson County Public Schools Curriculum and, the Children's Hospital Foundation Office of Child Advocacy, and the Louisville Metro Police Department. The lessons are based on training methods that have proven to be effective in changing behavior.

Safe Kids Walk this Way

Lead: Kosair Children's Hospital

Supporting Partners: Louisville Metro Government (Public Works and Assets, Department of Public Health and Wellness and the Louisville Metro Police Department), Jefferson County Public Schools and FedEx

Funding: \$500 and In-kind

Funding Source: All Partners

Description:

Louisville Metro Government partnered with Safe Kids Louisville, a program led by Kosair Children's Hospital, to host "Safe Kids Walk this Way" at Layne Elementary School. All students were able to participate in a walk from the school to a nearby Olmsted Park. The Louisville Metro Police Department and FedEx were some of the partners that provided traffic assistance, refreshments, and games while in the park. As students walked the route, they were encouraged to recite the safety song that outlines the best way to cross a street. Local media covered the event, which we hope will inspire more schools to become involved next year.

Walk Sense

Lead: Department of Public Health and Wellness

Supporting Partners: Public Works and Assets, Louisville Metro Parks

Funding: \$1,000

Funding Source: Department of Public Health and Wellness

Description:

Louisville Metro Department of Public Works and Assets, partners with Department of Public Health and Wellness and Louisville Metro Parks to provide a three day Walk Sense pedestrian safety curriculum during the summer months. Children who attend summer camps at their local community center receive a three day Walk Sense pedestrian safety curriculum. This past summer Walk Sense reached 10 Community Centers and 90 children. The curriculum is based off the WalkSafe © curriculum.

Bike Sense and Bike Cops for Kids

Lead: Bike Louisville a program lead by Public Works and Assets

Supporting Partners: Jefferson County Public Schools, University of Louisville, Louisville Metro Police Department and Louisville Metro Parks, Bicycling for Louisville

Funding: \$12,000

Funding Source: Paula Nye Memorial Grant

Description:

Bike Louisville's Bike Sense program is designed as a series of five 30-40 minute on Bike lessons for Grades 3-5 Physical Education (P.E.) Classes. In addition to the 5 lessons the Bike Sense curriculum also includes a youth cycling enforcement component. During the summer, School of Education Majors intern as program instructors to implement the Bike Sense Program. Currently 18% of Jefferson County Public Schools' elementary schools and 100% of Metro Parks Summer Camps receive the Bike Sense program.

DMV Rules of the Road Pull up Banners

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department

Funding: \$1,800

Funding Source: Paula Nye Memorial Grant

Description:

Louisville Metro Public Works and Assets is in partnership with the Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department to increase pedestrian safety awareness by placing 6' tall sharing the road pull up banners in the Jefferson Counties Driver Testing-Bureau where an annual number of 46,000 new and renewing motorists can view the rules of the road such as yielding to pedestrians in crosswalks.

See and Be Seen Safety Campaign

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Department of Public Health and Wellness, community members

Funding: \$1,800

Funding Source: Paula Nye Memorial Grant

Description:

Community members and the Louisville Metro including the Louisville Metro Police Department (LMPD), Louisville Metro Department of Public Health and Wellness and Public Works have partnered to make our streets safer for all road users through the See and Be Seen safety Campaign. The campaign targets road users in high pedestrian and bicycle trafficked areas around dusk and dawn. The campaign includes handing out reflective leg straps and lights to pedestrians who would otherwise not be seen by other road users.

Neighborhood Speed Watch Program

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Louisville Metro Council and Community members

Funding: \$1,180

Funding Source: Congestion Mitigation and Air Quality Grant

Description:

Speeding on local streets is the single greatest traffic complaint received by Louisville Metro Police Department, Louisville Metro Public Works and Assets, and the Louisville Metro Council's Office. Many of the violators are driving within their own neighborhoods. Through a cooperative Metro/neighborhood-based initiative, Louisville is seeking residents to sign the Safe Neighborhood Driving Pledge, and become a Pace Car for the community.

Accessible City Project

Lead: Cindy Venable Office for Aging and Disabled Citizens and Angela Hollingsworth, Center for Health Equity

Supporting Partners: Louisville Metro Government Departments: Public Works, 8th District Metro Councilman Tom Owen, Center for Health Equity (Public Health & Wellness) Office for Aging & Disabled Citizens (Community Services & Revitalization) and the Human Relations Commission, Center for Neighborhoods, Regional Mobility Council.

Funding: \$3,000

Funding Source: MetLife Foundation City Leaders Institute on Aging in Place Partners for Livable Communities

Description: The MetLife Foundation City Leaders Institute on Aging in Place encourages teams to focus on the positive impact that the growing number of older adults contributes to the communities in which they live.

Louisville will bring the city's "Complete Streets" policy from concept to action. In the next 12 months the city will engage in a three-pronged effort of engaging, raising awareness, and celebrating successes. This will specifically involve: creating a "Photo Voice" initiative with older adults, where barriers to access will be identified and documented; identifying and executing at least two (one urban, one suburban)

publicly visible demonstration projects that respond to such barriers; and sharing these findings through a high-profile, community-wide celebration.

Pedestrian and Bicycle Social Marketing Campaign

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Department of Public Health and Wellness, community members

Funding: \$50,000

Funding Source: the Surface Transportation Program

Description: Louisville Metro is in the process of developing and a social marketing campaign designed to alert drivers to the need for caution when motorists, pedestrians and cyclists are sharing the roads and walkways. The campaign will be very simple and direct, utilizing a series of messages under one central theme so as to speak to each of our target groups while maintaining the continuity and cohesiveness of any successful marketing campaign. The goal is to make drivers aware of their responsibilities as we support the needs of all pedestrians and cyclists, including the elderly, students, people with disabilities and those walking or biking for both exercise and transportation. The social marketing campaign would be tailored around both the Distracted Driving Sting and Pedestrian Decoy Sting to ensure broader community awareness through media coverage.

Safety City

Lead: Safe Kids Louisville, a program led by Kosair Children's Hospital

Supporting Partners: Louisville Metro Public Works and Assets and Jefferson County Public Schools

Current Funding: \$100,000 from the Surface Transportation Program- Urbanized and Safe Kids Louisville, a program led by Kosair Children's Hospital

Description:

Currently, Louisville Metro helps fund Safety City, which is part of the Safe Kids Louisville, a program led by Kosair Children's Hospital. Safety city is a miniature city where on average 7,000 2nd graders learn about preventable injuries. After completing the classroom portion of the curriculum, the children spend the second half on the day on bikes and walking through Safety City, which features a miniature hospital, bank, library, fire station, city hall, a railroad crossing, and working traffic lights and stop signs.

D.3. Program Goals

Please see below for the description of the project or goal and how the applicant plans to meet the goal.

The 2010 Louisville Pedestrian Master Plan has two primary goals: (1) to improve and expand current pedestrian deficiencies – by preparing a capital improvement process that enables Louisville to increase that pedestrian facility network through retrofitting and expanding current deficient sidewalk and pedestrian crossing locations between 2010 and 2030, and (2) to simultaneously reduce the rate of pedestrian crashes between 2010 and 2030.

The goal of the grant is to decrease pedestrian crashes through strengthening the relationships between the Department of Transportation, National Highway Traffic Safety Administration, the Kentucky Transportation Cabinet, Louisville Metro Government, and local pedestrian safety advocacy groups; by assisting in the implementation of the education and enforcement activities established by the Pedestrian Safety Action Plan. These relationships will provide the capacity for the Louisville Metro Police Department to enhance their pedestrian enforcement training through the proposed training video, and the implementation of this training through the Pedestrian Decoy Operation.

The Specific, Measurable, Attainable, Relevant and Time-bound (SMART) Objectives below will ensure the proposed projects will be completed as described in D.4:

Objective 1:

Each Pedestrian Decoy Operation would have the following objective:
By the end of the three year Pedestrian Decoy Operation Campaign, each of the five high crash intersections would result in 240 motorists being pulled over for failing to yield to pedestrians or a total of 2,160 motorists who fail to yield at all five locations.

Objective 2:

By the end of the grant more than 10,000 Jefferson County Public School students and Louisvillians will receive targeted pedestrian safety education as it relates to wearing bright clothes and reflectivity. To reinforce the education component, a reflective zipper pull will be provided.

Objective 3:

Within five years of accepting the grant all Jefferson County Public School students will receive evidence-based pedestrian safety curriculum.

Objective 4:

By the end of the first year of the grant all of Louisville Metro Police officers will have increased their pedestrian safety enforcement knowledge by viewing the pedestrian safety training video. Also, more than 16,000 people who attend traffic school would view the pedestrian safety video.

Objective 5:

By the end of the first year of the grant a Safe Streets for Seniors Campaign will be created. By the end of the three-year grant period, the campaign will be implemented at each of the 10 high crash areas detailed in Louisville's Pedestrian Safety Action Plan. The top 10 high crash location are: 1. 4th & Market Sts., 2. Bardstown Rd. & Goldsmith Ln., 3. Preston Hwy. & Gilmore Ln. , 4. Broadway & 4th St., 5. Broadway & 2nd St., 6. Dixie Hwy., 7. Hikes Ln.

and Buechel Rd., 8. Baxter Ave. from Winter to Payne St., 9. Bardstown Rd., and 10. Preston Hwy. from Watterson Expressway to Snyder Freeway.

D.4. Program Description

Please see below for a description of the specific activities proposed by the applicant. Each of the below programs can be referenced to an action item in “Understanding Pedestrian Crashes” in Louisville, KY 2006-2010 document, which serves as Louisville’s Pedestrian Safety Action Plan. Proposed actions can be found on pages 23 and 24 of the Understanding Pedestrian Crashes in Louisville, KY 2006-2010 document (Appendix A).

Enforcement

Based on the five years of crash data distracted driving and failed to yield right of way have resulted in 22.1% and 8.8% of all crashes respectively. It has been determined that the highest number of crashes have been occurring during the spring and fall months, especially May, October, and November. Crashes are more prevalent on weekdays than weekends. The most common day is Friday with 358 crashes and the least common day is Sunday with 212 crashes. The lowest weekday is Tuesday with 261 crashes. Most crashes occur during the afternoon peak period between 3:00-6:00 p.m. Crashes increase throughout the day, peak in the late afternoon and drop off into the evening. The road condition at the time of crashes were dry (82.1%), and most crashes occurred during daylight a (59.9%).

Maintenance: Program results would help shape future Louisville Metro Police traffic operation efforts. Positive results would be continued through Louisville Metro Police local resources and or be integrated into future highway safety funding sources.

Pedestrian Decoy Sting- New Program

Lead: Louisville Metro Police Department

Supporting Partners: Louisville Metro Public Works and Assets

Desired Funding: \$81,000

Description:

A Pedestrian Decoy Operation is an enforcement and public education action in which a police officer dressed in plain clothes crosses the street at a marked or unmarked crosswalk, and drivers who fail to yield to them are given a warning or ticket. An important aspect of the action is notifying the media ahead of time through a social marketing campaign to ensure good coverage of the crosswalk sting, providing broader community awareness. Pedestrian Decoy Operations have been found to significantly increase yielding by drivers.

Based on the top five high crash intersections (1. 4th and Market Sts., 2. Bardstown Rd. and Goldsmith Ln., 3. Preston Hwy. and Gilmore Ln., 4. Broadway and 4th, 5. Broadway and 2nd) each of the four hour Pedestrian Decoy Operations

would be implemented during the daylight, when road conditions are dry, between 2:30 and 6:30 p.m., on Wednesdays, Thursdays, and Fridays, during the months of May, October and November.

Education

Based on the five years of crash data, the top pedestrian factors for all crashes were darting into road (18.0 percent), walking in roadway (17.0 percent), crossing with signal (13.2 percent), not at intersection (12.2 percent) and in crosswalk (12.0 percent). The top pedestrian factor for crashes resulting in fatalities was dark clothing/not visible (43.9 percent). Other top factors include not at intersection (35.4 percent), walking in roadway (20.7 percent), darting into road (18.3 percent), and drinking (17.1 percent). Pedestrian age 51-64 is the most prevalent cohort representing 16.1% of pedestrian crashes. School age children make up 33.3% of the total pedestrian crashes.

Maintenance: At the conclusion of the three year grant the Assistant Program Manager will have become a Metro Employee. The education programs which were jumpstarted from the grant funding could be maintained through other local partnership and state funding sources such as the Paula Nye memorial, and the Surface Transportation Program- Urbanized Grants.

Assistant Project Manager- Consultant

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Louisville Metro Council and Community members

Desired Funding: \$75,000

Description:

The consultant will enable Louisville Metro to implement the proposed five key action items per the Pedestrian Safety Action Plan.

See and Be Seen Safety Campaign- Enhancement of an existing program

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Department of Public Health and Wellness, Community members

Desired Funding: \$3,000

Current Funding \$1,800 from the Paula Nye Memorial Grant

Description:

Community members and the Louisville Metro including the Louisville Metro Police Department (LMPD), Louisville Metro Department of Public Health and Wellness and Public Works have partnered to make our streets safer for all road users through the See and Be Seen safety Campaign. The campaign targets road users in high pedestrian and bicycle trafficked areas around dusk and dawn. The campaign includes handing out reflective leg straps and lights to pedestrians who would otherwise not be seen by other road users. Moreover, the campaign

would expand into Jefferson County Public Schools through the proposed program called *Promote Walking to School Safely at a Young Age*.

Promote Walking to School Safely at a Young Age- Enhancement of an existing program

Lead: Jefferson County Public Schools

Supporting Partners: Louisville Metro Public Works and Assets and Safe Kids Louisville, a program led by Kosair Children's Hospital

Desired Funding: Funding for the Assistant Project Manager will help manage this project

Current Funding: \$100,000 from the Surface Transportation Program- Urbanized and Safe Kids Louisville, a program led by Kosair Children's Hospital

Description:

Promoting Walking to School Safely at a Young Age would be an educational program aimed at helping elementary, middle, and high school students learn and practice the skills and knowledge necessary to prevent pedestrian injuries. Implement evidence-based curriculum in select schools as a pilot during the first semester of the grant before expanding the program to all students in Jefferson County Public Schools within a five year period.

Currently, Louisville Metro helps fund Safety City, which is part of the Safe Kids Louisville, a program led by Kosair Children's Hospital. Safety city is a miniature city where on average 7,000 2nd graders learn about preventable injuries. After completing the classroom portion of the curriculum, the children spend the second half on the day on bikes and walking through Safety City, which features a miniature hospital, bank, library, fire station, city hall, a railroad crossing, and working traffic lights and stop signs.

Safety City opened in 1993, but according to the past five years of pedestrian crash data for this age group (6-10 years old), crashes have actually increased from 21 to 27 pedestrians. To better address the *Promote Walking to School Safely at a Young Age* action item described in the "Understanding Pedestrian Crashes," the consultant would work with Jefferson County Public Schools and Kosair Children's Hospital to evaluate and refocus Louisville's youth pedestrian safety program. One of the key job functions of the consultant would be to increase the frequency and number of pedestrian safety contact hours youth are receiving while attending school. Similar to Miami Dade's Safe Kid program, this is just one evidence-based model that would lead to a decrease in Louisville's youth pedestrian crashes. The youth pedestrian safety program would use existing Surface Transportation Program funding but rely on the consultant with support from Jefferson County Public Schools to work with their teachers in order to implement an evidence-based youth pedestrian curriculum.

Increase pedestrian and driver education- Enhancement of an existing program

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Louisville Metro Police Department, Louisville Metro TV and the Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department
Desired Funding: Funding for the Assistant Project Manager will help manage this project

Current Funding: \$3,000

Funding Source: Paula Nye Memorial Grant

Description:

Louisville Metro Public Works and Assets would partner with Louisville Metro TV, and the Louisville Metro Police Department to develop a pedestrian safety training video for police officers. The training video would be made suitable for the public by removing parts specific to training officers. A Spanish language track would be created as well. Through partnering with Dr. Terry Kline from the Eastern Kentucky University Traffic Safety Institute the training video would be used to target the 16,000 people who attend traffic school in Kentucky each year.

Objective: Each year more than 16,000 people who attend traffic school would view the pedestrian safety video.

Safe Streets for Seniors

Lead: Louisville Metro Public Works and Assets

Supporting Partners: Louisville Metro Police Department, Louisville Metro TV and the Kentucky Transportation Cabinet's Division of Motor Vehicle Licensing Department

Desired Funding: Funding for the Assistant Project Manager will help manage this project

Description:

Develop a comprehensive active transportation campaign for older adults including information on pedestrian safety. The Assistant Project Manager could develop a Safe Streets for Seniors campaign focusing on safety concerns for senior pedestrians, including insufficient crossing times, broken or missing curb ramps, crosswalks and street markings that are difficult to see, drainage problems at curbs and in crosswalks, and driver behavior problems such as turning vehicles that fail to yield to pedestrians. Coupling the Safe Streets for Seniors campaign with engineering improvements and enforcement efforts will create a three prong approach in reducing Pedestrian crashes in the most prevalent cohort, age 51-64.

D.5. Evaluation Plan

Please see below for a description of the evaluation plan, including how information (data) will be obtained, compiled, analyzed, and reported.

The evaluation plan proposes a three-pronged approach to evaluate the effectiveness of the intervention measures and to further refine and target the enforcement, education and engineering improvements. The first

Analyze pedestrian automated counts. Pedestrian pushbutton actuations at traffic control signals will be recorded through the use of the CENTRACS central signal system. This data can be used as a surrogate measure for pedestrian counts that will allow for normalization of crash data by accounting for changes in activity from seasonal, economic or other methods. In addition, the automated pedestrian counts can be used to target areas of high pedestrian activities for future mitigation measures including enforcement or engineering improvements.

Hazard/Near-Miss Identification Studies. Quarterly observation studies will be conducted at high hazard or high traffic areas to identify hazardous conditions or actions. Conditions targeted will be 1) distracted driving/walking, 2) Near-miss or close call incidents between vehicular and pedestrian movements, 3) darting and jay-walking actions and 4) pedestrian movements wearing dark or poor visibility clothing. Observations will be made at three locations for multiple days. In addition to “hazardous” activity, the total number of pedestrian movements observed will be noted so that a normalized value of activity can be determined to account for seasonal, climate and other conditions that may vary with regard to the data collection schedules.

This data can be used to supplement crash data as the hazardous actions can serve as a surrogate measure of pedestrian crash exposure. As such this data can serve to gauge the effectiveness of enforcement and education outreach efforts aimed at limiting hazardous behaviors.

Evaluate pedestrian crash data. Crash data will be compiled quarterly and reviewed to map and analyze safety concerns for pedestrians. In addition to traditional statistical analysis, individual crash reports will be reviewed to identify causal factors and crash patterns that may serve to further direct mitigation measures. Summation of the crash data will also allow the project team and advisory committee to identify trends and target new focus efforts to curb pedestrian crash patterns.

“Close Call” forms submitted to the city will also be reviewed with the crash data to further understand pedestrian/vehicle conflicts and trends.

Pedestrian Travel Survey. Each quarterly reporting period will be accompanied by a travel survey blitz to Louisville metro residents. The purpose of the survey will be to determine resident perceptions of safe pedestrian activities and common practices. The survey will be designed to provide an objective evaluation of pedestrian activity and not serve as a direct educational tool to influence future observations. The survey will be distributed through Louisville Metro social media such as city facebook and twitter accounts, as well as targeted distribution to groups, such as schools and senior groups. This data will be used to evaluate the effectiveness of educational outreach and

enforcement activities on reaching the intended audience and changing the public attitudes of hazardous walking and driving practices.

Each of the evaluation procedures described above will be conducted quarterly and the results summarized in a status report. After completion of the study, a final report identifying the efficacy of the mitigation measures and recommendations for future efforts will be provided.

D.6. Past Experience (OHS)

Please see below for experience as it relates to past programs.

The Kentucky Office of Highway Safety (KOHS) has a solid track record of managing highway safety programs funded by NHTSA. In the current fiscal year, we are responsible for approximately \$5 million in federal funds, including Section 402, 405, 406, 408, 410, and 2010 for programs focused on occupant protection, impaired driving, police traffic services, safe communities, motorcycle safety, traffic records improvement, accident investigation and roadway safety. The Kentucky Office of Highway Safety's Grants Management Branch has a staff of three program managers, two financial managers, a traffic records coordinator, and a branch manager. With the exception of two newer staff members, all have completed the NHTSA Program Management course and one has completed the Managing Federal Finances course. NHTSA Program Management training for newer staff is a priority in FY 2014. The staff works very closely with their NHTSA regional program manager (Region 3). Our office underwent a standard comprehensive NHTSA management review in August 2012. The final report was completed this year and resulted in no findings.

In addition, the Kentucky Office of Highway Safety has developed a longstanding relationship with the LMPD, which has been a sub grantee for many years. As Louisville/Jefferson county is the largest metropolitan area in Kentucky, it regularly ranks very high in our highway safety funding priorities. In fact, Jefferson County was ranked #1 among all counties in our highway safety problem identification matrix for 2013 and 2014. Due to the high number of crashes, fatalities and serious injuries occurring in LMPD's service area, we typically award them a substantial NHTSA highway safety grant or grants for overtime traffic enforcement. Typically, these grants focus on behaviors such as impaired driving and speeding. They are an important partner in our statewide program of sustained enforcement. Funding under this cooperative agreement will enable them to devote officer enforcement hours specifically to pedestrian safety at targeted locations based on analysis of crash data.

Louisville/Jefferson County Metro Government was awarded a Communities Putting Prevention to Work grant in March 2010 by, The Centers for Disease Control and Prevention. The \$7,878,941 grant funded two-years of efforts to improve the health of Louisville Metro residents by reducing obesity and related chronic diseases. This tremendous task was approached through a wide-reach of community partners who developed strategies to cause change through policy, systems, and the environment. Under their tutelage of CDC, the LPPW staff and partners implemented 17 strategies with over 240 milestones that focused on the entire jurisdiction, 12 neighborhoods that have documented health

disparities, and the public school system. These strategies were classified into seven categories: (1) school nutrition; (2) school-based physical activity and physical education; (3) afterschool and childcare setting; (4) community strategies to improve nutrition; (5) community strategies to improve food access; (6) community strategies to improve physical activity access; and (7) social marketing strategies. A final strategy, an innovative strategy, links into some of the other seven categories.

In accordance with OMB Circular A-133 and the Single Audit Act of 1984, Louisville/Jefferson County Metro Government is required to and undergoes an annual 1-33 Audit. Louisville Metro presents four primary governmental funds in its CAFR each year; in the FY12 CAFR, fund balances were as follows: General Fund - \$74.9M, Special Revenue Fund - \$45.5M, Capital Projects Fund - \$44.4M, and Non-major Governmental Funds - \$25.1M. The fund balance totals are then identified into the following categories: Non-spendable, Restricted, Committed, Assigned, and Unassigned. The only fund to have an Unassigned Fund Balance is the General Fund, which was \$62.4M in FY12.

In its June 30, 2012 Single Audit Report for Louisville/Jefferson County Metro Government (under OMB Circular A-133), Crowe Horwath, LLP, the auditor, “did not identify any deficiencies in internal control over financial reporting that we consider to be material weaknesses”. In addition, “the results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under Government Auditing Standards.”

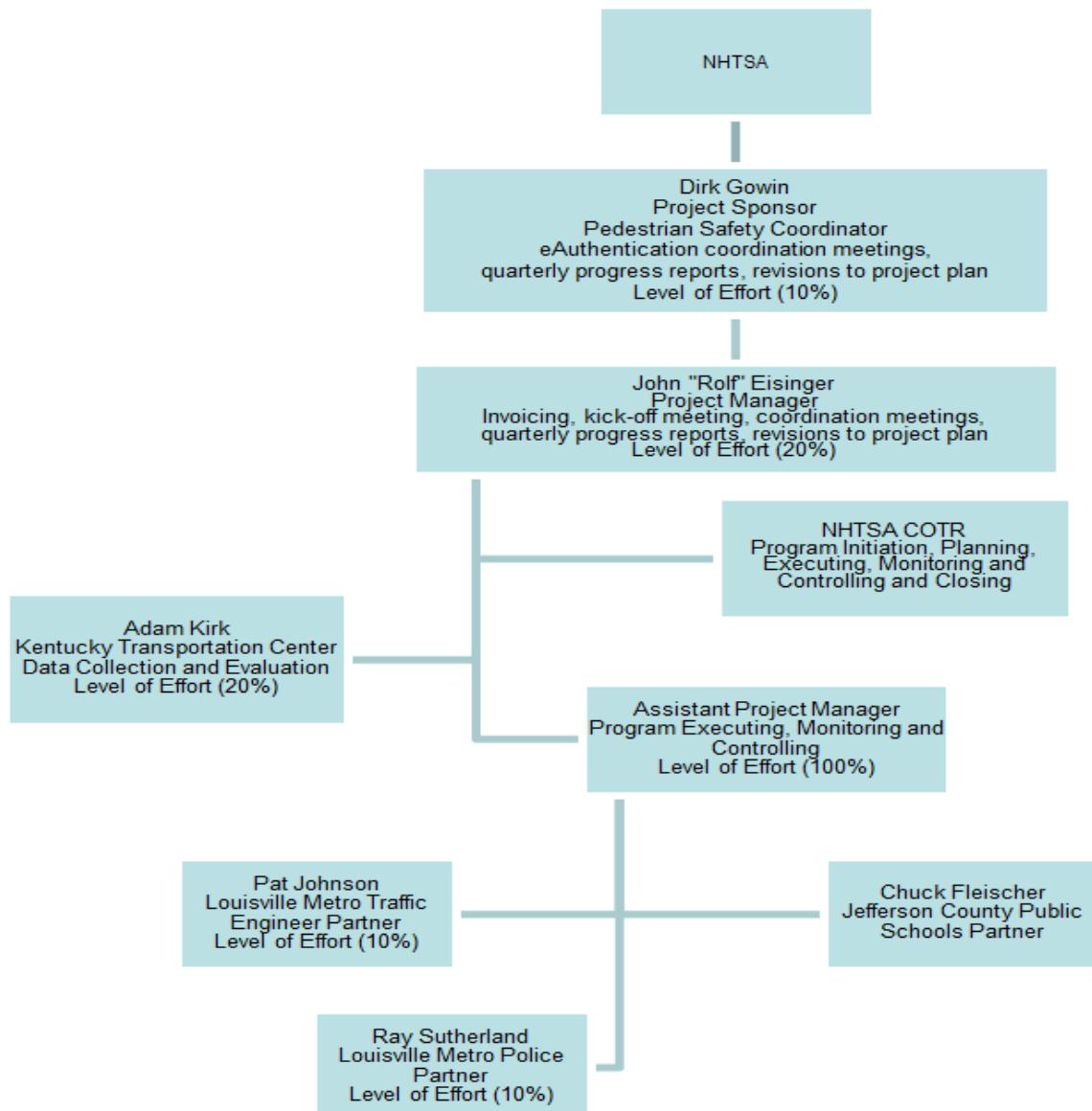
In accordance with Kentucky state statute, before June 1 each year the Louisville/Jefferson County Metro Mayor proposes a balanced budget to Metro Council, and the 26-member Council (usually with minimal revisions) approves a balanced budget. An affirmative vote of a majority of the Metro Council is also required to amend the budget once it has been approved or to approve any supplemental appropriations, unless delegation is provisionally included in the annual budget ordinance(s). All budget adjustments at the department level must be approved by the Chief Financial Officer consistent with the approved budget. Louisville Metro’s budget for FY 2013-14 includes total available funds of \$566,058,300, including capital funds. Agency receipts are budgeted at \$88,556,800 and carry forward/designated funds at \$3,336,400.

Louisville Metro government is authorized by Section 158 of the Kentucky Constitution to incur indebtedness to a maximum of ten percent of the taxable property located within the boundaries of Jefferson County. Value of taxable property is to be estimated by the assessment next before the assessment previous to incurring additional indebtedness. The legal debt margin as of the FY12 CAFR was \$7,039,466,413. In FY14 the annual net debt service is \$44,375,680.96, with a total cumulative debt service of \$388,053,243.38 by FY33, far below the limit. Louisville/Jefferson County Metro Government enjoys very favorable bond ratings (Moody’s – Aa1; Standard & Poor’s – AA+; and Fitch – AAA) for its most recent issue, Bond Series 2013D.

D.7. Project Management Plan

Please see below for a description of how the proposed project will be managed.

Overseeing the development and implementation of a pedestrian safety program requires the dedication of a core staff that is responsible for the day-to-day operations and oversight. We have selected individuals based on their knowledge and experience in project management, communications, fiscal responsibility, as well as their ties to the quantitative and qualitative pedestrian safety documentation that they have produced to try and curb the trends we are seeing in Louisville. Please review the following organizational chart for identification of key roles, as well as an expected level of effort on various activities:



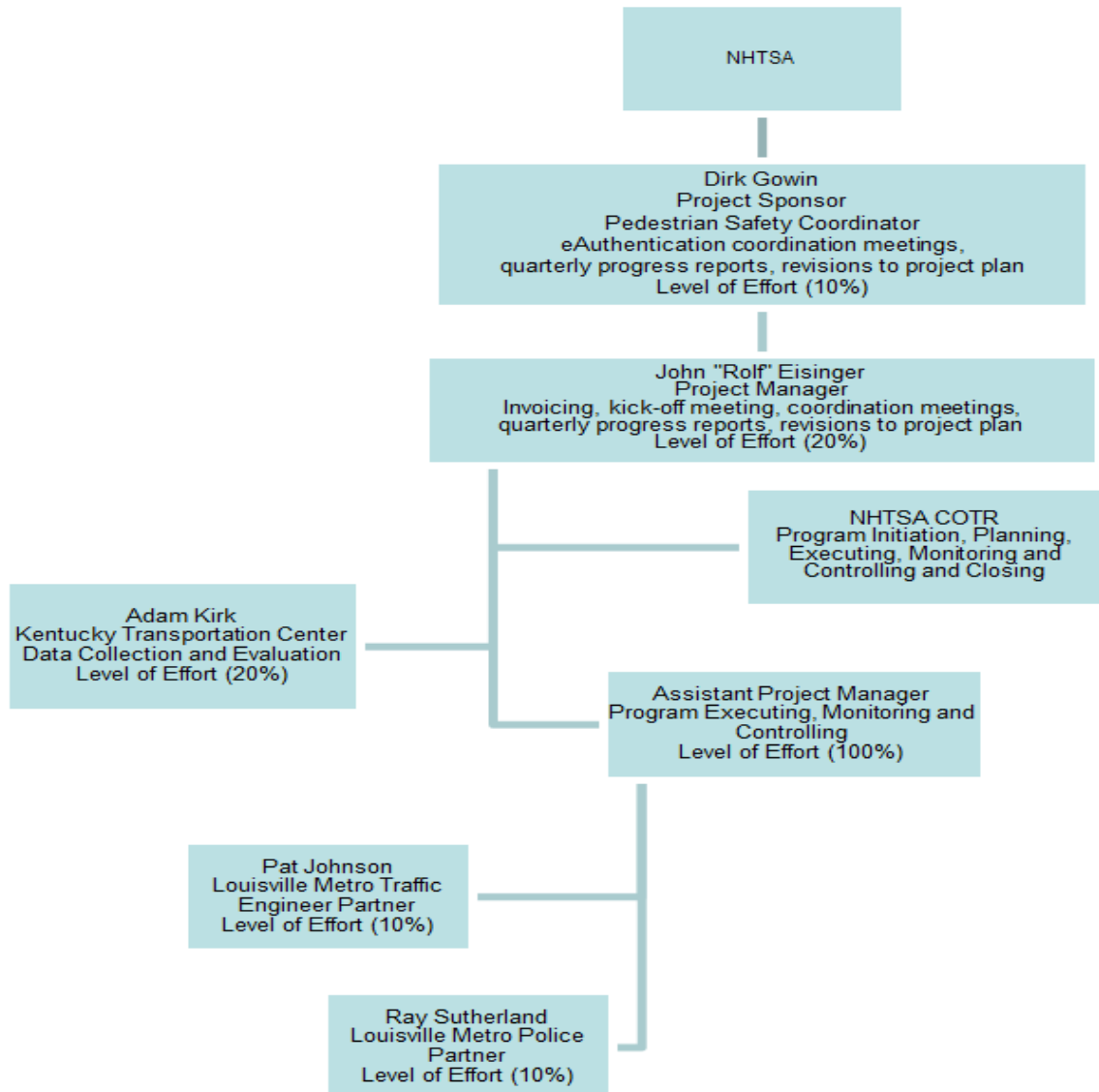
During the life of this project, the project manager will be responsible for ensuring that the project adheres to the objective in Article 2 – B and for making sure that all scope activities listed under Article 2-C are executed in accordance to the guidelines NHTSA has laid out in Article 3. This will include a broad understanding of the agreement,

funding sources and mechanisms that are required to successfully invoice NHTSA which includes the eAuthentication certification.

The project manager will be responsible for the kick-off meetings, regular coordination meetings and quarterly progress reports which will document progress throughout the life of the project.

D.8. Organization Chart and Résumés

The organization chart can be viewed below with the résumés are found in **appendix D**.



D.9. Project Schedule, Milestones and Deliverables

Please see Project Schedule, Milestones and Deliverables Gantt Chart in **appendix E**. Detail descriptions of Project Schedule, Milestones and Deliverables can also be found in section D.4.

E. Commitment and Support

The Kentucky Office of Highway Safety and Louisville Metro Government do not anticipate any major changes that would jeopardize the success of this program, although with any project, the potential for challenges exist. Should any issues arise, both the Kentucky Office of Highway Safety and Louisville Metro will be prepared to mitigate them by working with all involved parties. The proposal relies heavily on the cooperation of the Louisville Metro Police Department for the enforcement component. They have pledged their commitment to this project and have given their assurance that they can manage the additional responsibilities that this project would entail. Both the Kentucky Office of Highway Safety and Louisville Metro believe this grant will allow the Kentucky Office of Highway Safety a new opportunity to partner with the largest city in the state to address an area of highway safety in which the Kentucky Office of Highway Safety had limited past involvement. The Kentucky Office of Highway Safety is pleased to have the interest and local commitment of the Louisville Metro to implement a program that could serve as an example to other cities throughout the country. Please see below for a list of departments and agencies that have provided letters of support. Levels of support can be found in in section D.4 Letters of support can be found in **appendix C**.

- Louisville Metro Police Department
- Jefferson County Public Schools
- Kentucky Transportation Cabinet
- Louisville Metro Public Works and Assets
- Office for Aging and Disabled Citizens